

LANDING PAGES

Best practices,
Templates, and
Pages to Use for
Inspiration

ASHLEYCREATIVES.COM



What is a landing page?

A landing page is a digital page designed to stand alone and be used for marketing, often email signups, or other offer signups.

Do I need a landing page?

If you need a place to drive traffic so that you can collect email signups, create a waitlist for an offer, or gather people for a challenge or event, a landing page can be perfect.

Places to use to build landing pages

*Some email service providers include landing page options.

*Leadpages

*Instapage

*ConvertKit

*InfusionSoft

*Mailchimp

Or you can create your own or have them designed for you in Wordpress.

1

Headline: You only have 3 seconds to hook your reader on your landing page. Your headline needs to get to the point, but in a persuasive way.

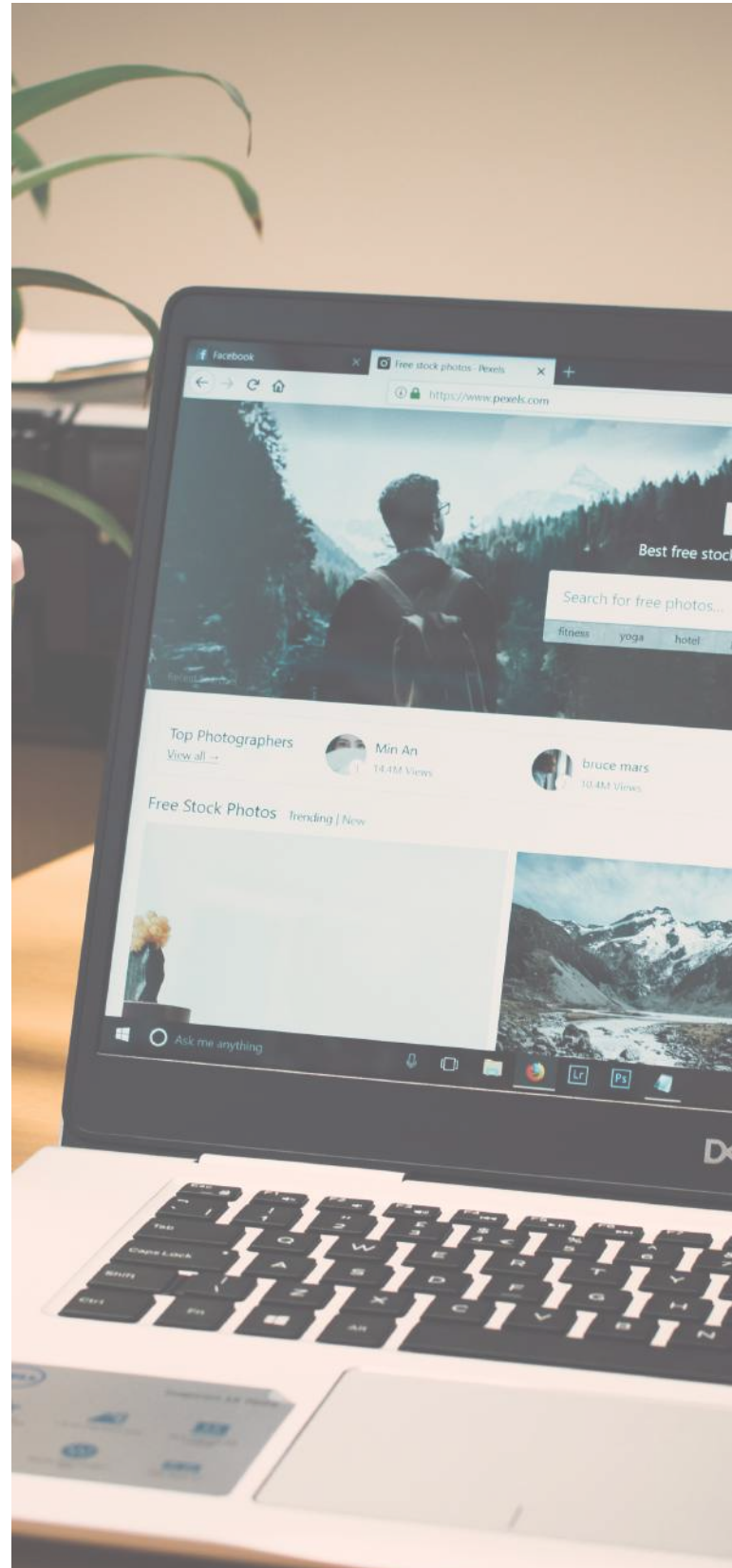
2

Copy- Copy is the words you use to describe your offer and why they should sign up. Copy needs to be juicy or yummy. It needs to make them want this offer and want it bad enough to give their email address to get it. But it doesn't have to be long.

3

Button: Your button doesn't need to say "sign up" or "subscribe". It needs to be exciting. "Heck yes, I want this!" "Give me my guide" "I want this deal!"

3 THINGS EVERY LANDING PAGE NEEDS



Template Idea #1

Prominent email address button. You don't want them to take any other action than signing up...so you don't want too much distraction.

Simple clean design if that is the appeal for your target market and ideal audience. A simple form so that it is easy for them to sign up. The more info you ask for, the more likely they are to not sign up.

Transparent background so that the words are easy to see and read. No cursive letters. It may look pretty but it's harder to read. And you only have 3 seconds.



Template Idea #2

Headline tells you exactly what you are going to get from signing up on the landing page.

Anytime you can upload the actual pics of the PDF or download they will get, your conversions will rise. This can be done in CANVA

The social proof is just screenshots, one from a message with a photo a reader sent from using the guide and another screenshot of a Facebook Comment. Social proof can help readers see that this is valuable and worth their email address.

10 Ways to Style Your Mantel

Plus bonus tips for each season!

Email address

I NEED
DECOR IDEAS



Our readers love this free download!

Your mantel guide is the best! Look what I did for this season! Thanks for the best tips.



I've stalked [Pinterest](#) before to try to recreate a mantel that looked cute. But with Ashley's mantel decor guide, it's literally a 10 minute job to put together something that people are super impressed with! You guys need this guide!

Template Idea #3

Bold call to action entices users to click the button and enter their email address. It's the most important thing on the page and draws the eye.


Videos have been shown to dramatically increase signups. Make the video related to the item they will get...make it about you or your store or your offers. You can repurpose FB live videos or use short teaser videos.

Bullet points (in the form of stars here) show the customer exactly what they will be receiving from handing over their email address to you.

LETTERBOARD DESIGNS VIP LIST

GET MY COUPON NOW!

EMAIL ADDRESS



VIPS ONLY!

- ★ 10% OFF COUPON TO USE ON YOUR FIRST PURCHASE!!!!
- ★ Advance notice of live sales!
- ★ Dibs on new designs!
- ★ Exclusive coupons!

Links to some landing pages to check out

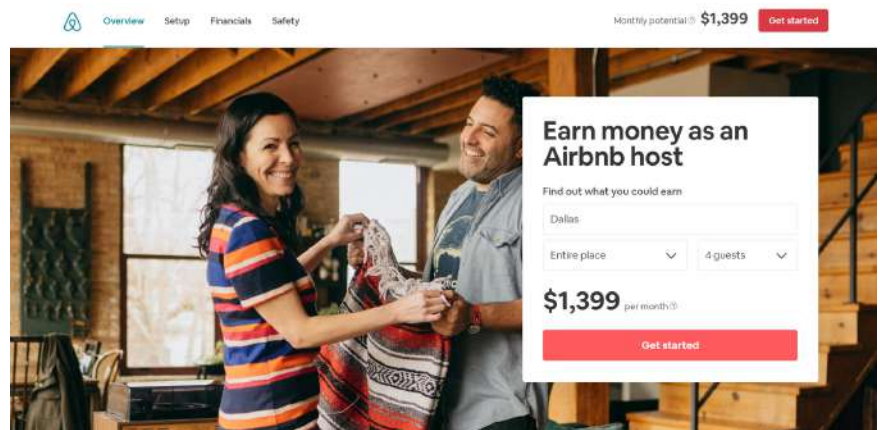
Shopify

Simple and clean design. Strong title that speaks to target market "sell online". Social proof, "over 800,000 businesses." Strong call to action "Start free trial." Beautiful page.




AirBNB

The interactive element of a calculator to figure out how much you could earn is amazing! It hits the target market perfectly and makes them want to exchange their email for info on what they could earn.



Links to some landing pages to check out.


Choose Your KickStart Below



Find a Job

Whether this is your first time or your 100th, we'll show you how to take charge of your search and land something you love.


Get Started



Make More Money

Form a no-nonsense plan to face your financial fears.

Get Started



Learn New Skills

Perfect for the career changers, self-improvement junkies, or any woman who loves expanding her resume.

Get Started

Career Kickstart

This is an example of a challenge landing page. They actually have 3 versions of the challenge, each one that sets off a different email sequence. Once you choose which one you want, it's a very simple leadpages signup form.

Find a New Job You Love by Focusing on Target Companies & What Motivates You To Do Your Best Work.

First Name

E-mail

LET'S DO THIS »

SPAM sucks. We only send awesome career advice.

H. Bloom

H.BLOOM SHOP BUSINESS SUBSCRIPTIONS CORPORATE GIFTING Careers | Sign | Cart

THE PERFECT TOUCH

Custom floral arrangements tailored to your style and space. Starting at \$75 per delivery.

Schedule a complimentary design consultation today.

FULL NAME

PHONE

EMAIL

CITY

COMMENTS

SUBMIT

HOW IT WORKS

— 1 — DESIGN

— 2 — SCHEDULE

— 3 — ENJOY

This page uses gorgeous high resolution photos, and a lot of blank white space. The form is front and center, but if you want more details or aren't sure you can scroll down and get more information. The form lets you schedule a personal consultation right away.